FIG. 1 System Architecture

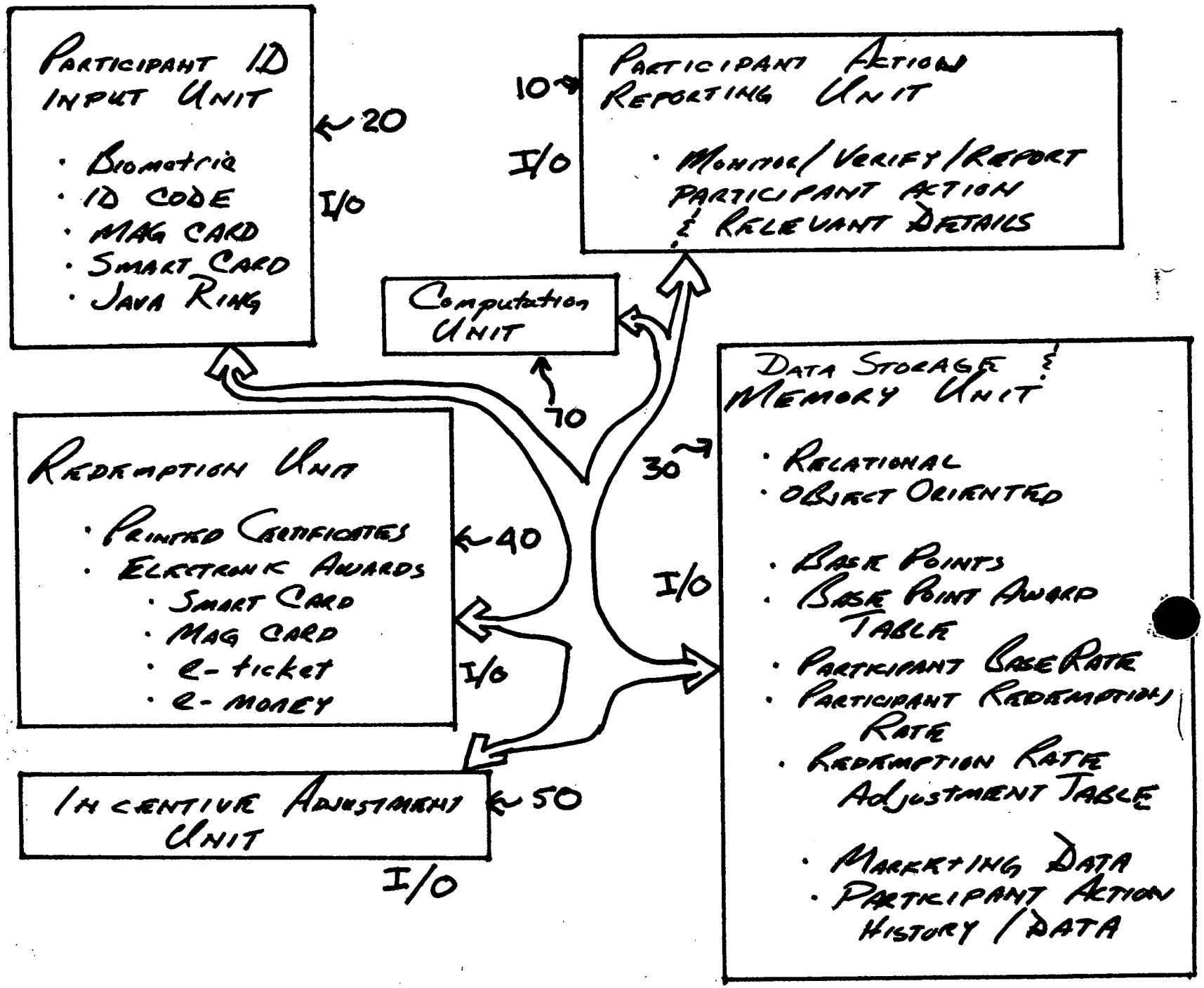


Fig. 1A

Distributed System

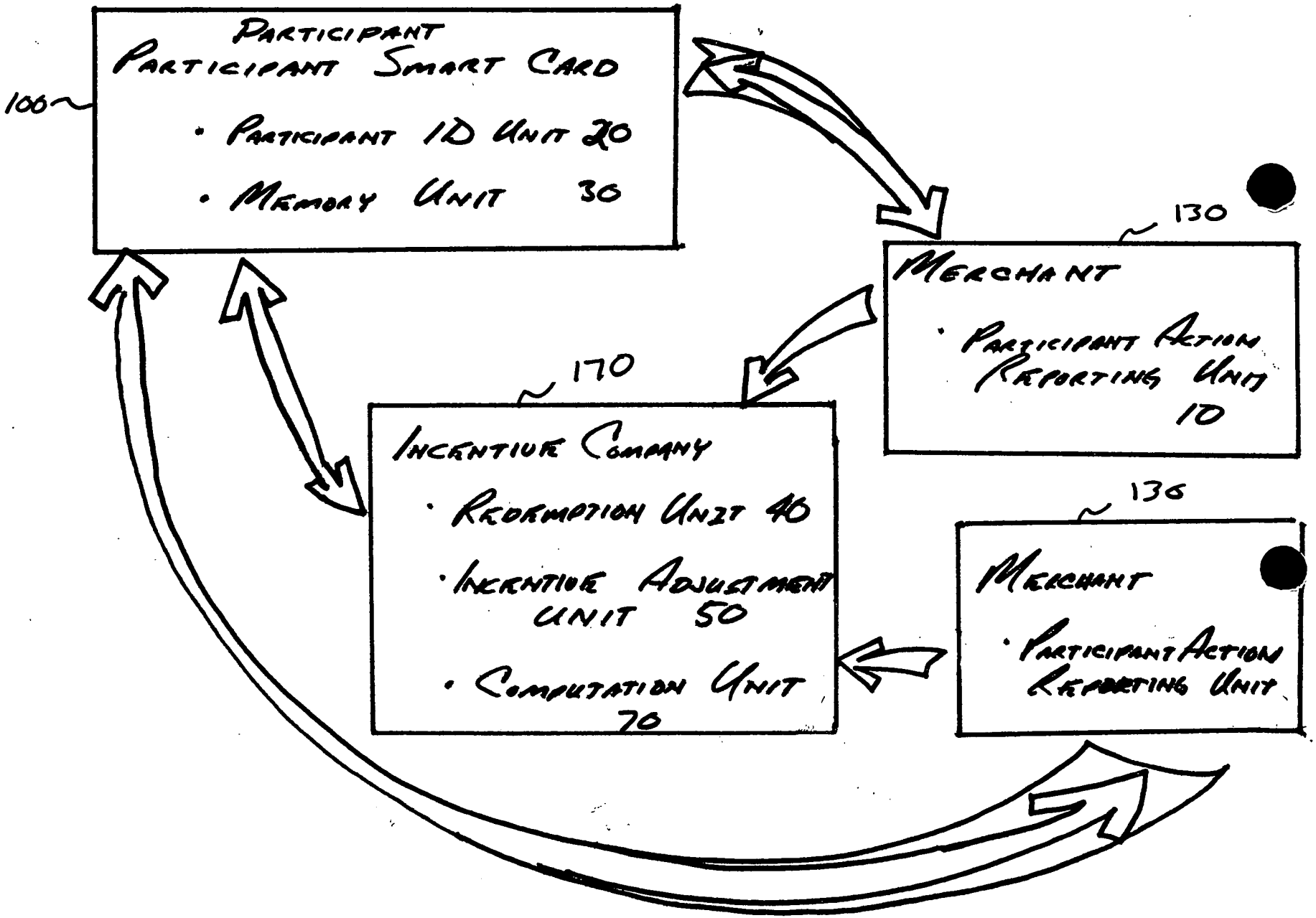


Fig. 1B Centralized System

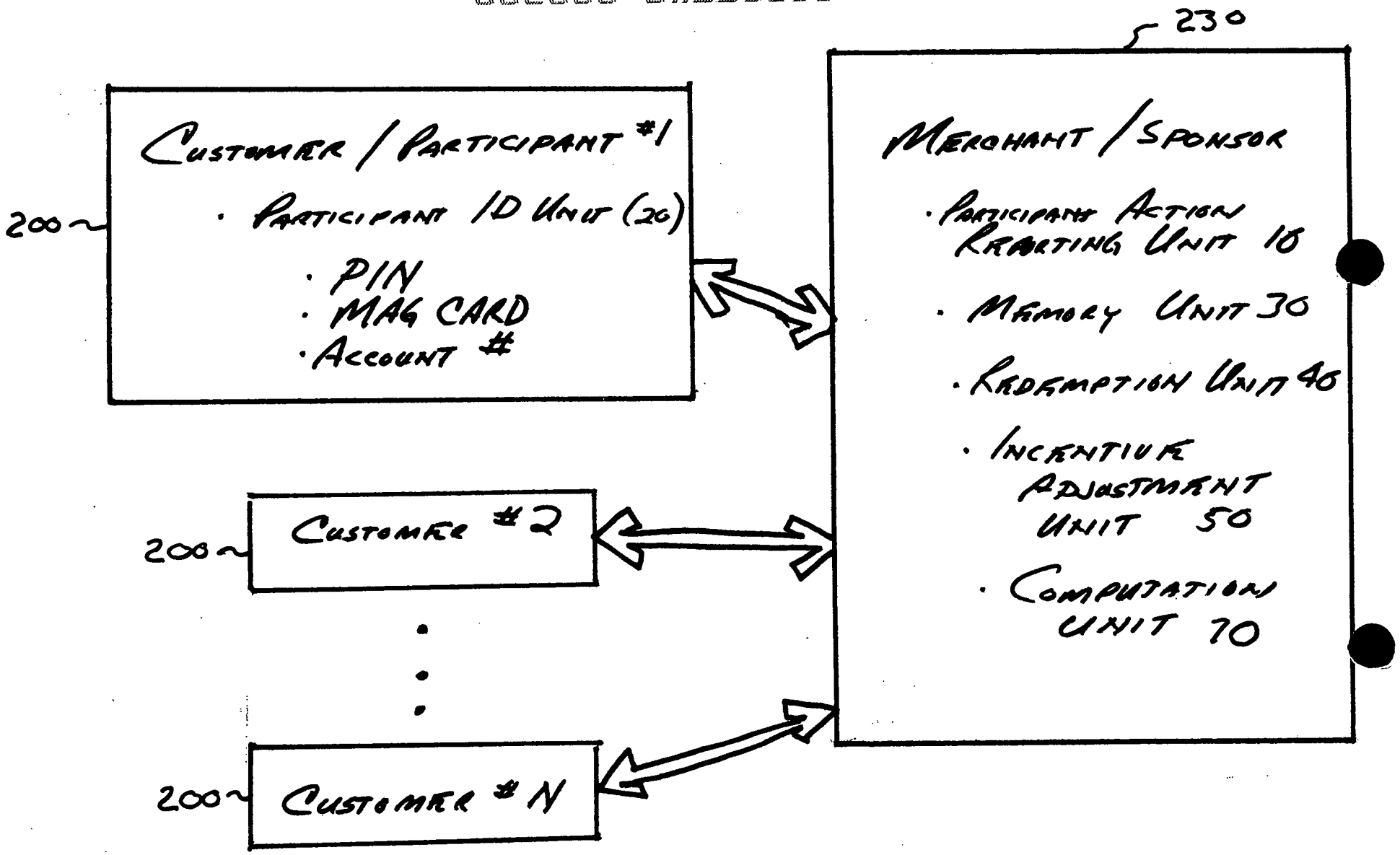


Fig. 2

Two-Component Incentive System

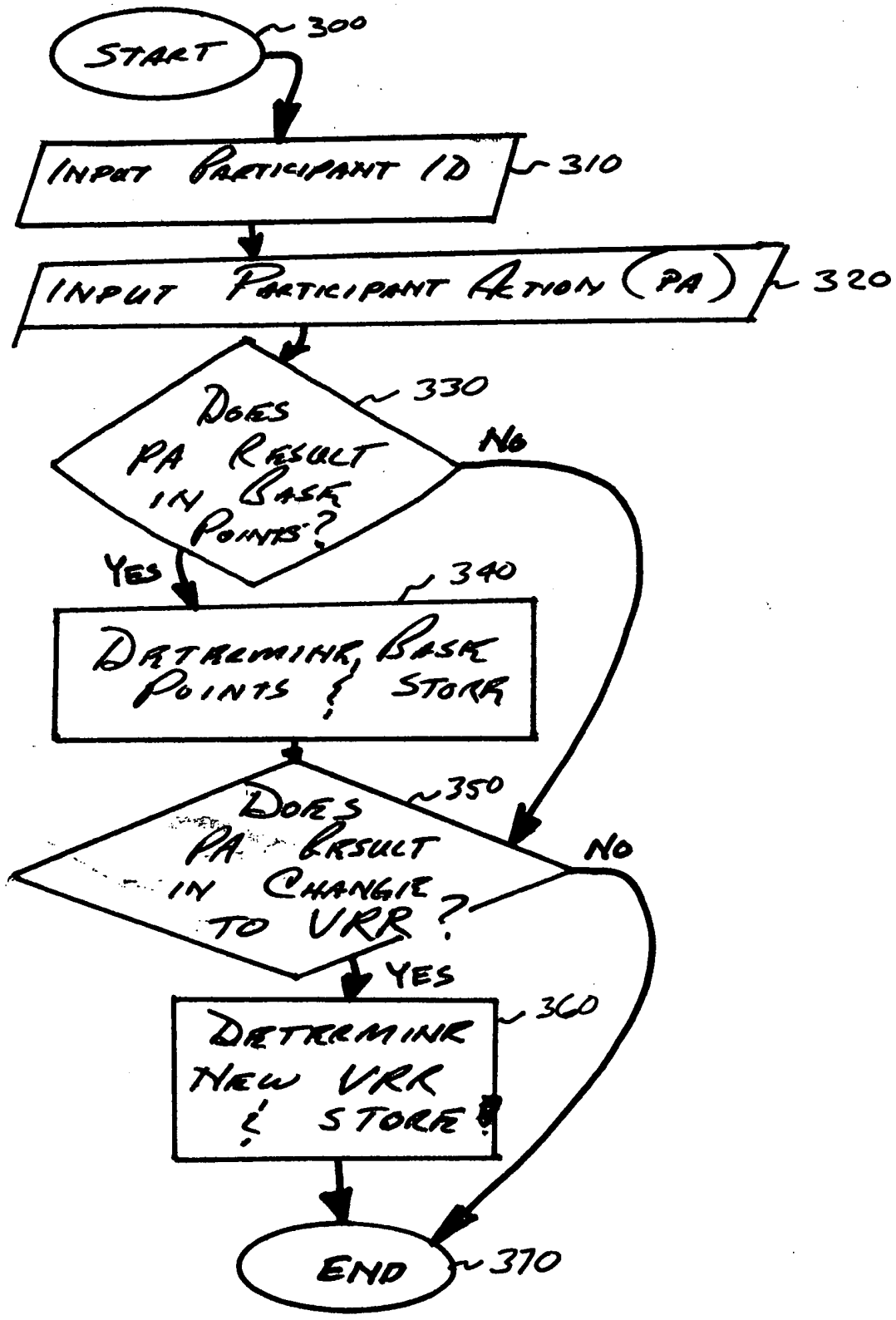


FIGURE 3A

PARTICIPANT ACTION = **PA**

BASE POINTS EARNED = **BP**

REDEMPTION RATE = **RR**

PROGRAM POINTS = **PP**

System 1: Continuous Redemption

$PA_1 \Rightarrow BP_1 * RR_{@T1} = PP_1$

$PA_2 \Rightarrow BP_2 * RR_{@T2} = PP_2$

$PA_3 \Rightarrow BP_3 * RR_{@T3} = PP_3$

TOTAL PROGRAM POINTS = $PP_1 + PP_2 + PP_3$

System 2: Periodic Redemption

	Total Base Points
$PA_1 \Rightarrow BP_1$	BP_1
$PA_2 \Rightarrow BP_2$	$BP_1 + BP_2$

End of Period 1 (P1)

$(BP_1 + BP_2) * RR_{@ \text{ end of P1}} = PP_{@ \text{ end of P1}}$

$PA_3 \Rightarrow BP_3$	BP_3

End of Period 2 (P2)

$PP_{@ \text{ end of P1}} + [(BP3) * RR_{@ \text{ end of P2}}] = PP_{@ \text{end of P2}}$

FIGURE 3B

System 3: Redemption only on Demand

	Total Base Points
$PA_1 \Rightarrow BP_1$	BP_1
$PA_2 \Rightarrow BP2$	$BP_1 + BP_2$
End of Period 1	
$PA_3 \Rightarrow BP_3$	$BP_1 + BP_2 + BP_3$
End of Period 2	
	$BP_1 + BP_2 + BP_3$

Redemption Request
made at end of Period 2 + Δ

PROGRAM POINTS = $(BP_1 + BP_2 + BP_3) \times RR_{\text{at time of redemption}}$

FIG 4.

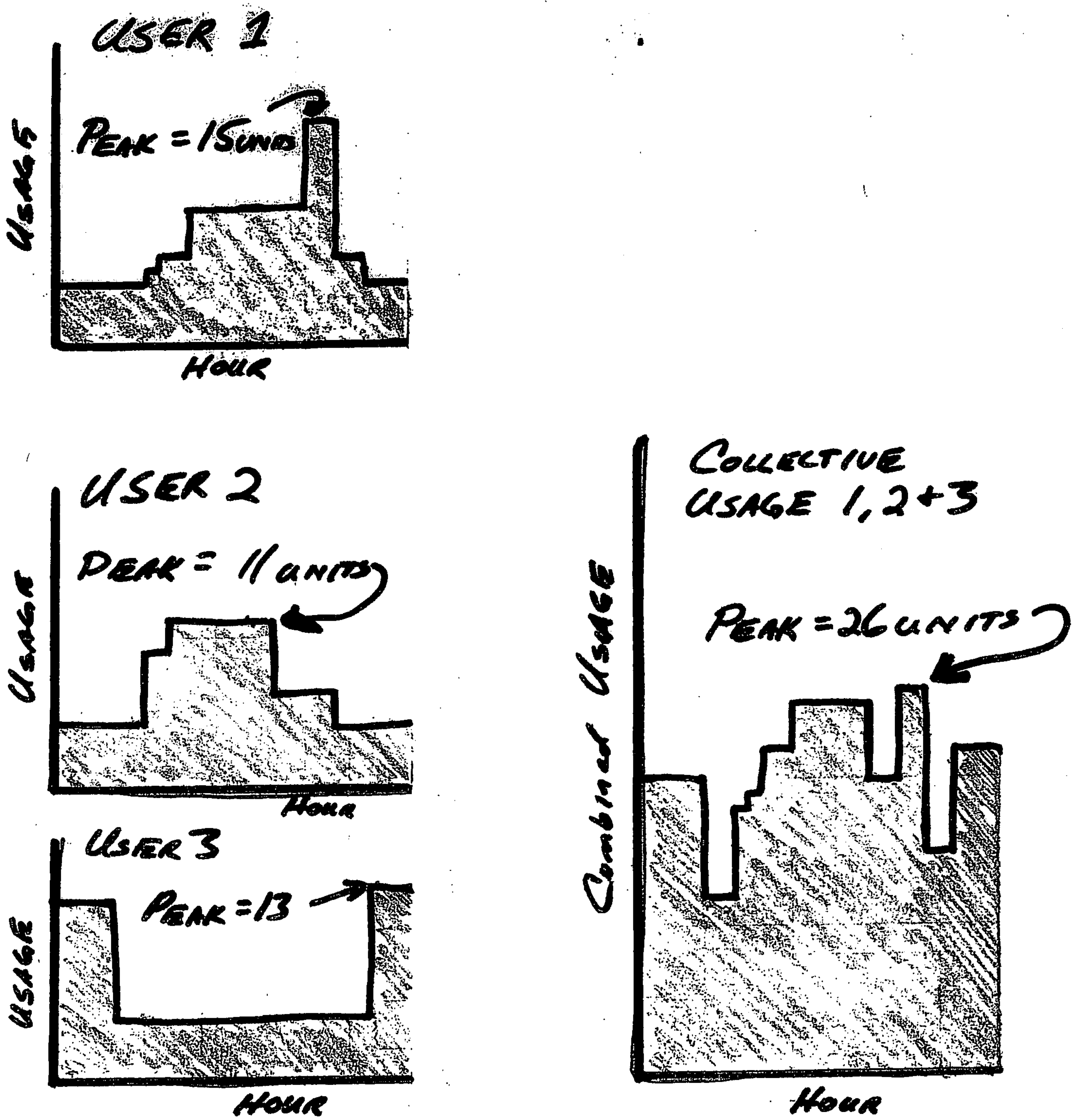

USER 1
PEAK = 15 UNITS
USAGE
HOUR
USER 2
PEAK = 11 UNITS
USAGE
HOUR
USER 3
PEAK = 13
USAGE
HOUR
COLLECTIVE
USAGE 1, 2 + 3
PEAK = 26 UNITS
Combined Usage
HOUR

FIG. 5

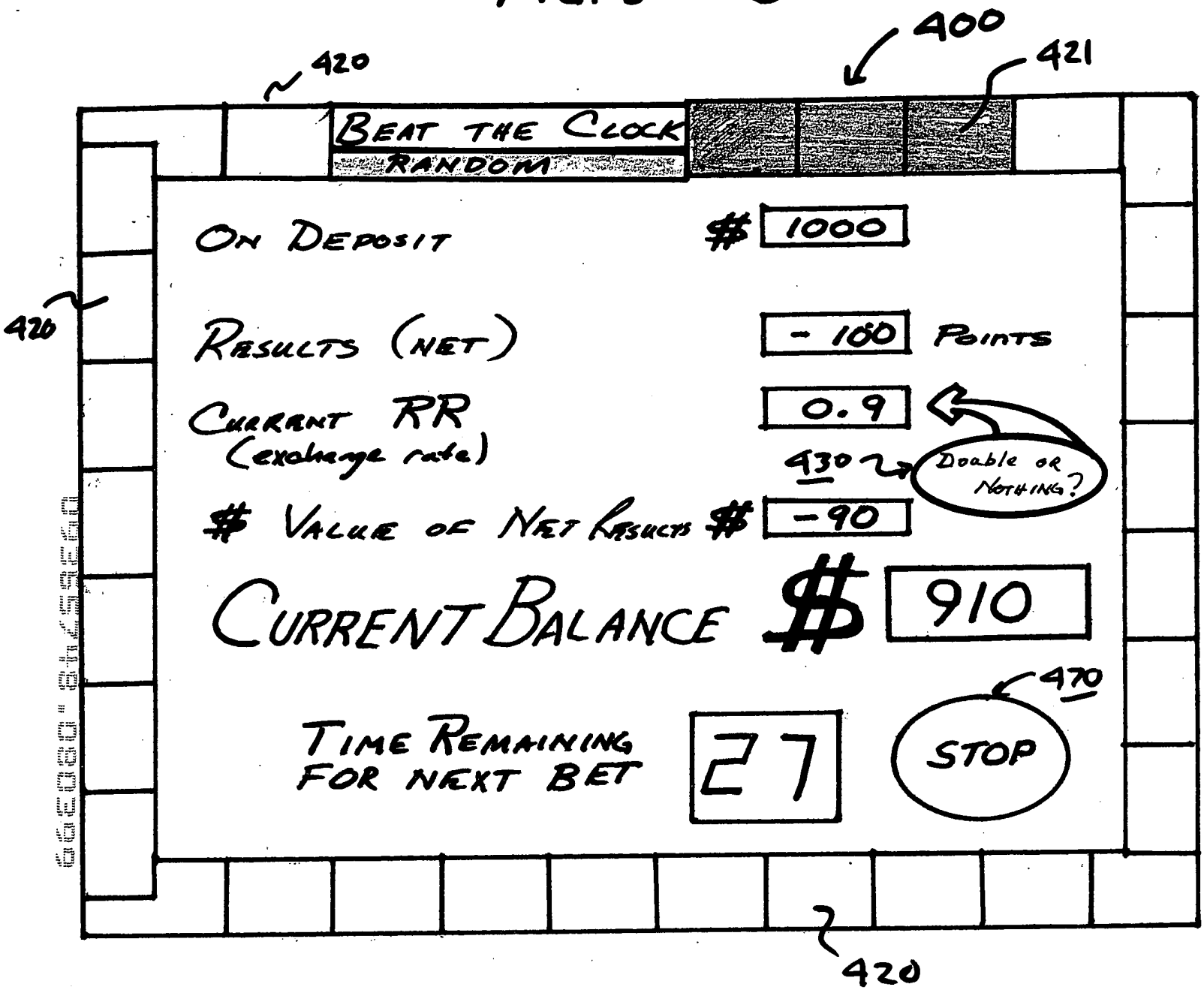

400
420
421
BEAT THE CLOCK
RANDOM
ON DEPOSIT
1000
426
RESULTS (NET)
- 100
POINTS
CURRENT RR
(exchange rate)
0.9
430
Double or Nothing?
VALUE OF NET RESULTS
-90
CURRENT BALANCE
$ 910
470
TIME REMAINING FOR NEXT BET
27
STOP
420

FIG. 6

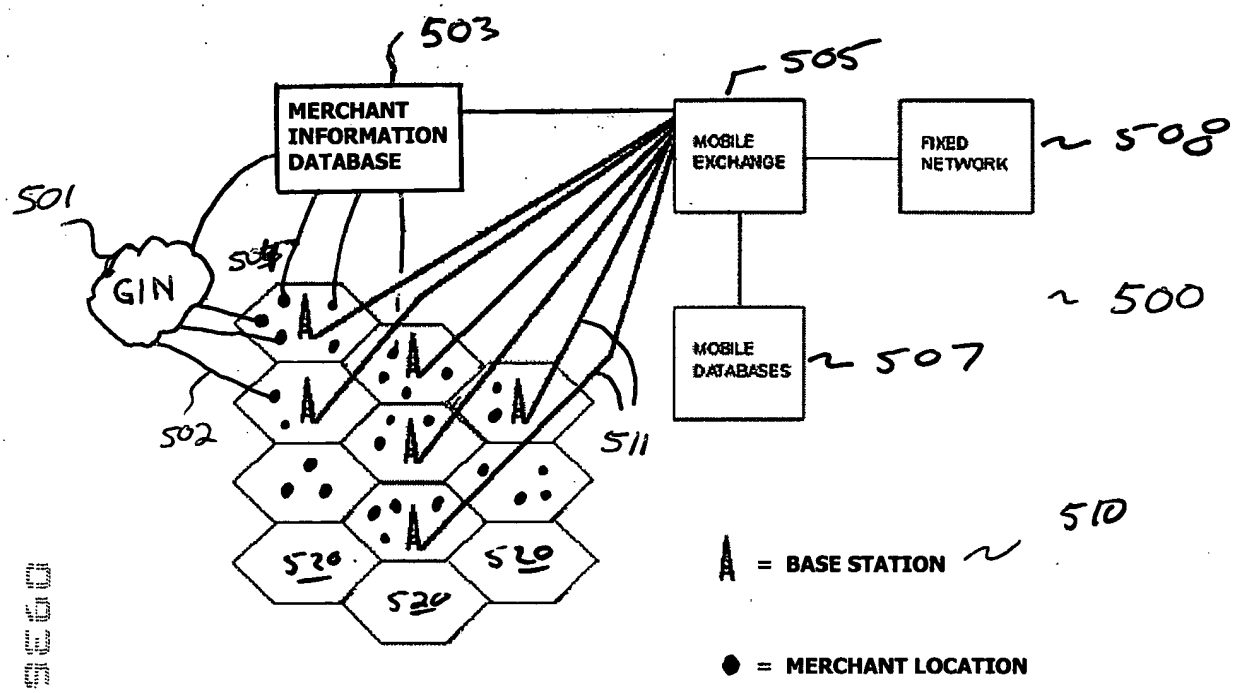

503
505
MERCHANT INFORMATION DATABASE
MOBILE EXCHANGE
FIXED NETWORK
508
501
GIN
504
500
MOBILE DATABASES
507
502
511
520
520
520
510
= BASE STATION
= MERCHANT LOCATION

FIG. 7

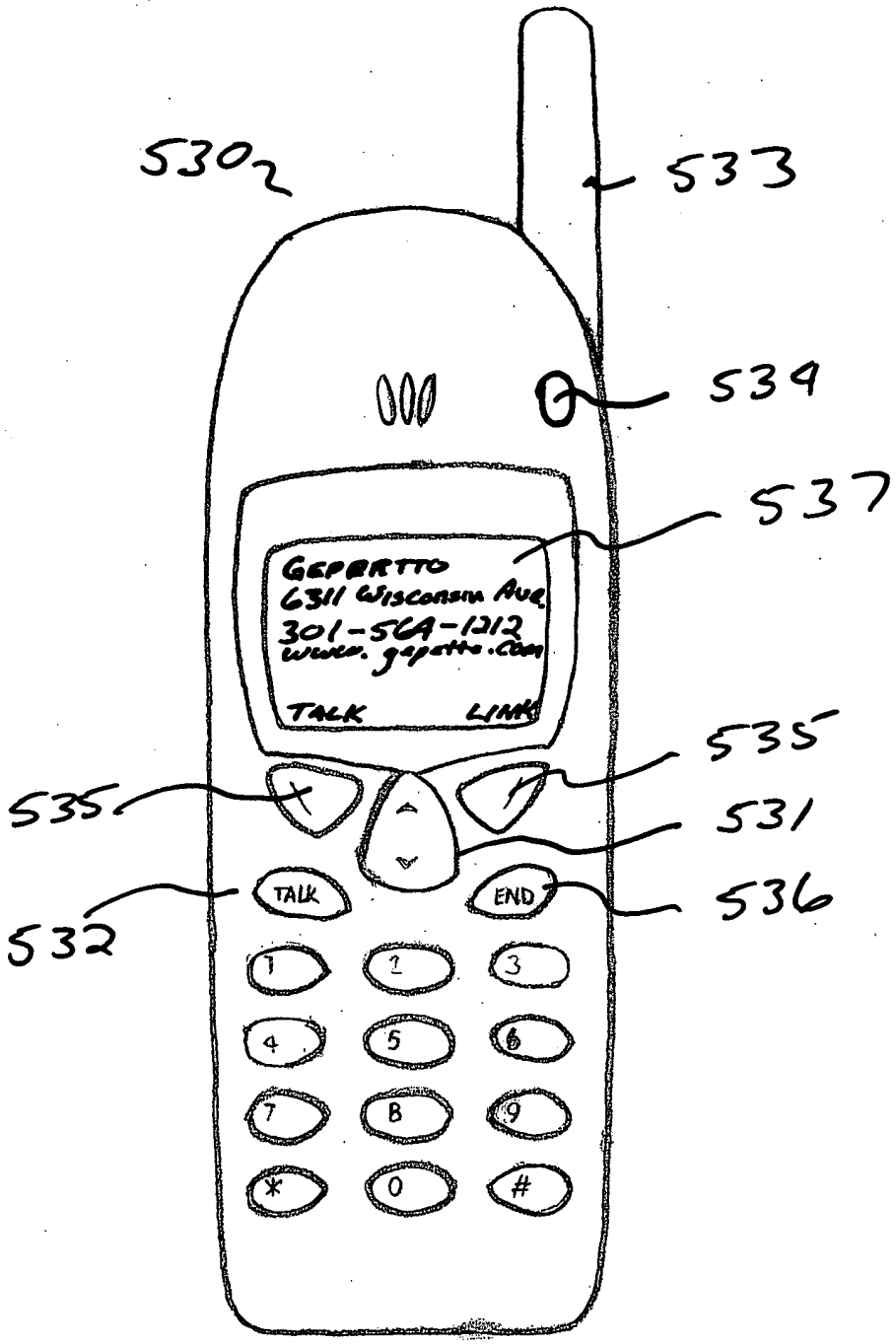

530₂
533
534
537
GEPETTO
6311 WISCONSIN AVE.
301-SCA-1212
WWW.GEPETTO.COM
TALK
LINK
535
535
531
532
TALK
END
536
1
2
3
4
5
6
7
8
9
*
0
#

FIG. 7A

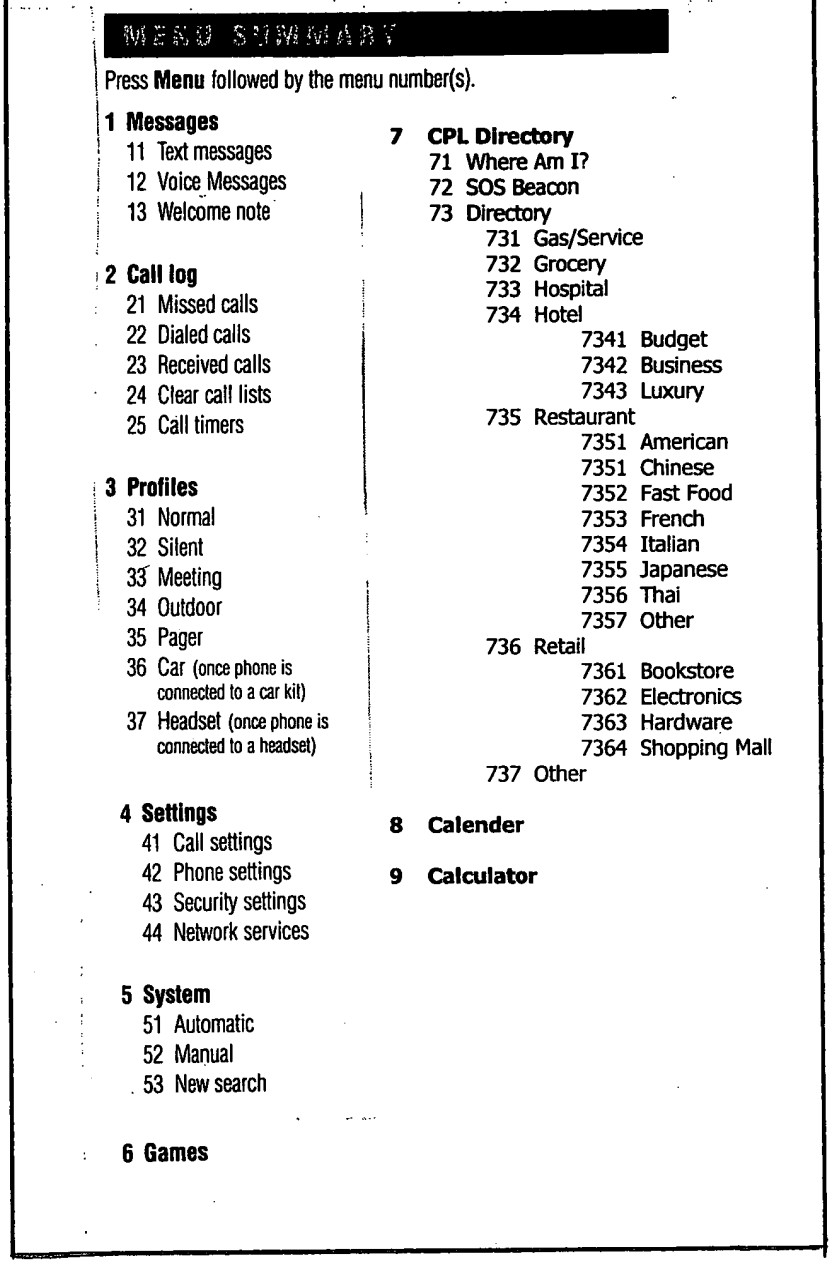


FIG. 7B

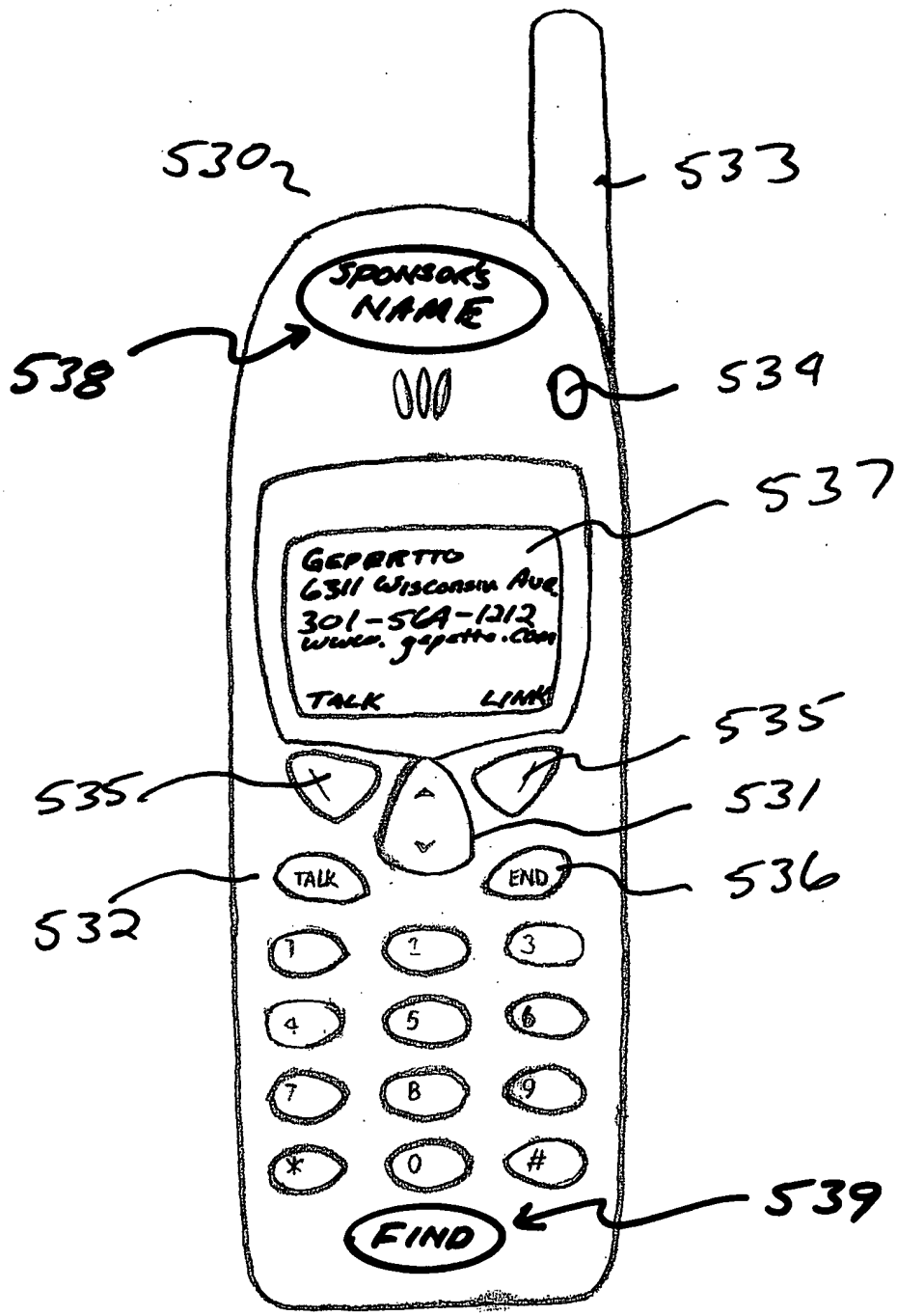
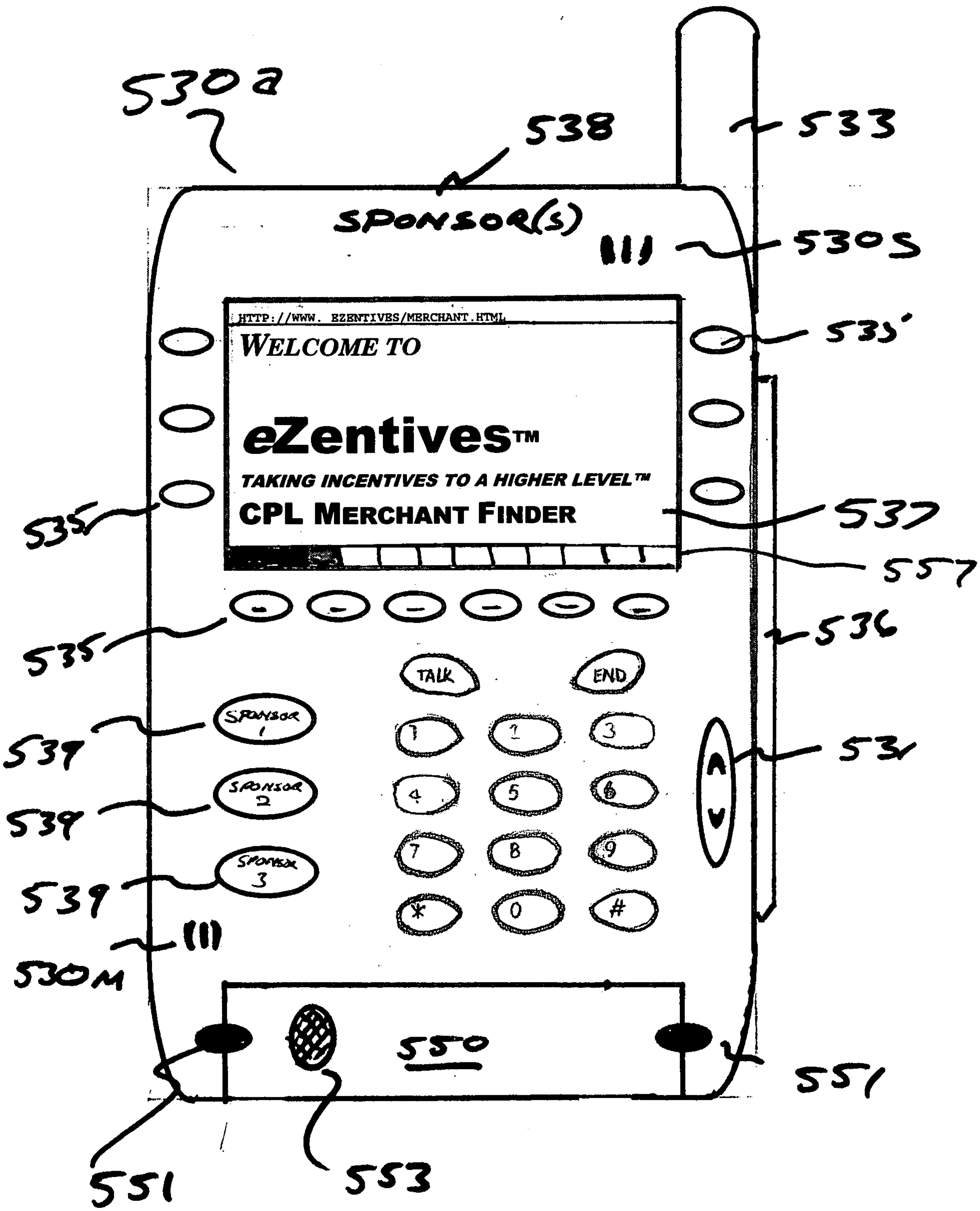

530₂
533
SPONSOR'S NAME
538
534
537
GEPPETTO
6311 WISCONSIN AVE
301-SCA-1212
WWW.GEPETTO.COM
TALK
LINK
535
535
531
TALK
END
532
536
1
2
3
4
5
6
7
8
9
*
0
#
FIND
539

Fig 7C



530a
538
533
SPONSOR(S)
530S
HTTP://WWW. EZENTIVES/MERCHANT.HTML
WELCOME TO
eZentives™
TAKING INCENTIVES TO A HIGHER LEVEL™
CPL MERCHANT FINDER
535'
535
537
557
535
536
TALK
END
SPONSOR 1
SPONSOR 2
SPONSOR 3
1
2
3
4
5
6
7
8
9
*
0
#
539
539
539
534
530M
550
551
551
553

CI[redacted] MENUS ; SCR[redacted]EN FIG 8

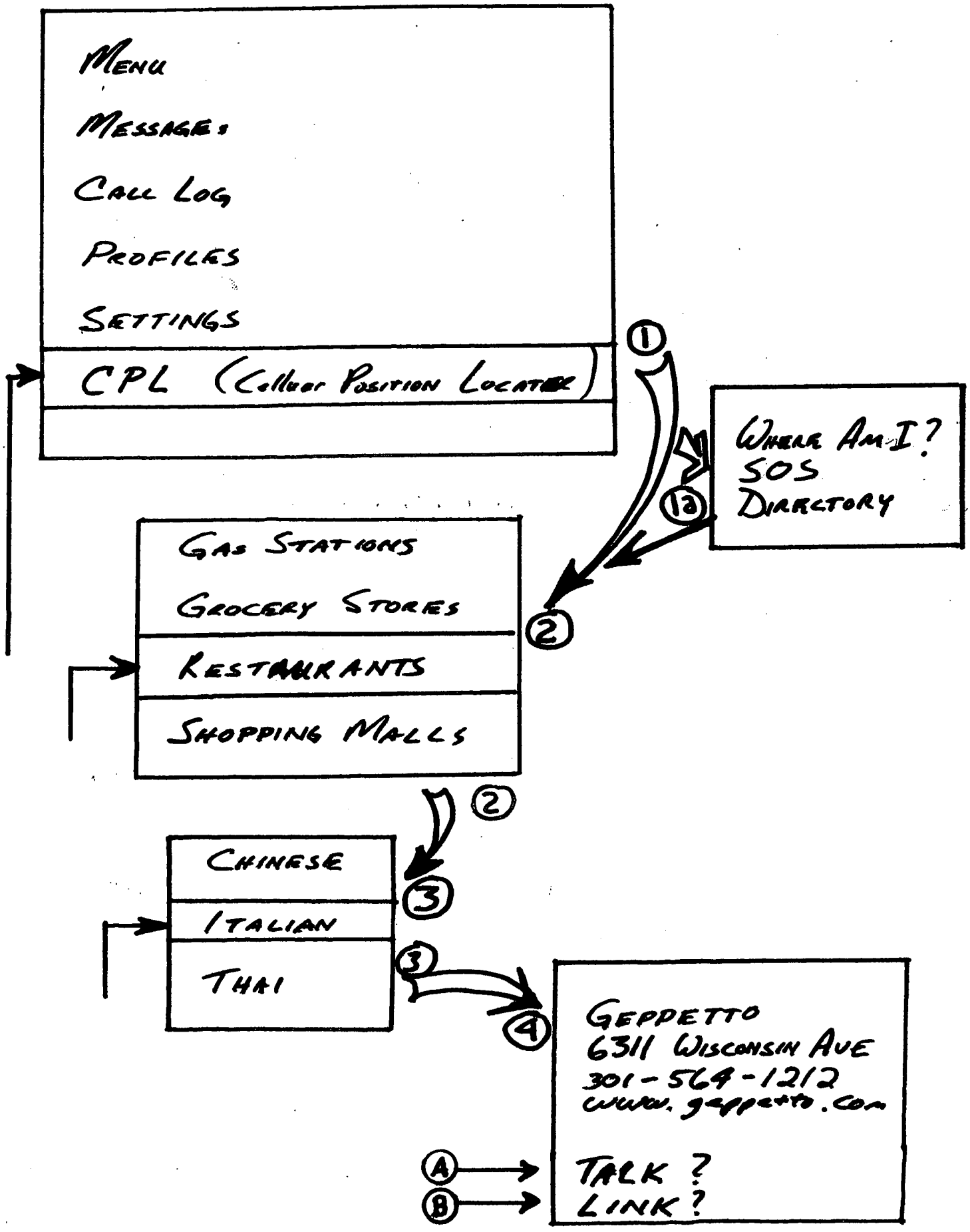
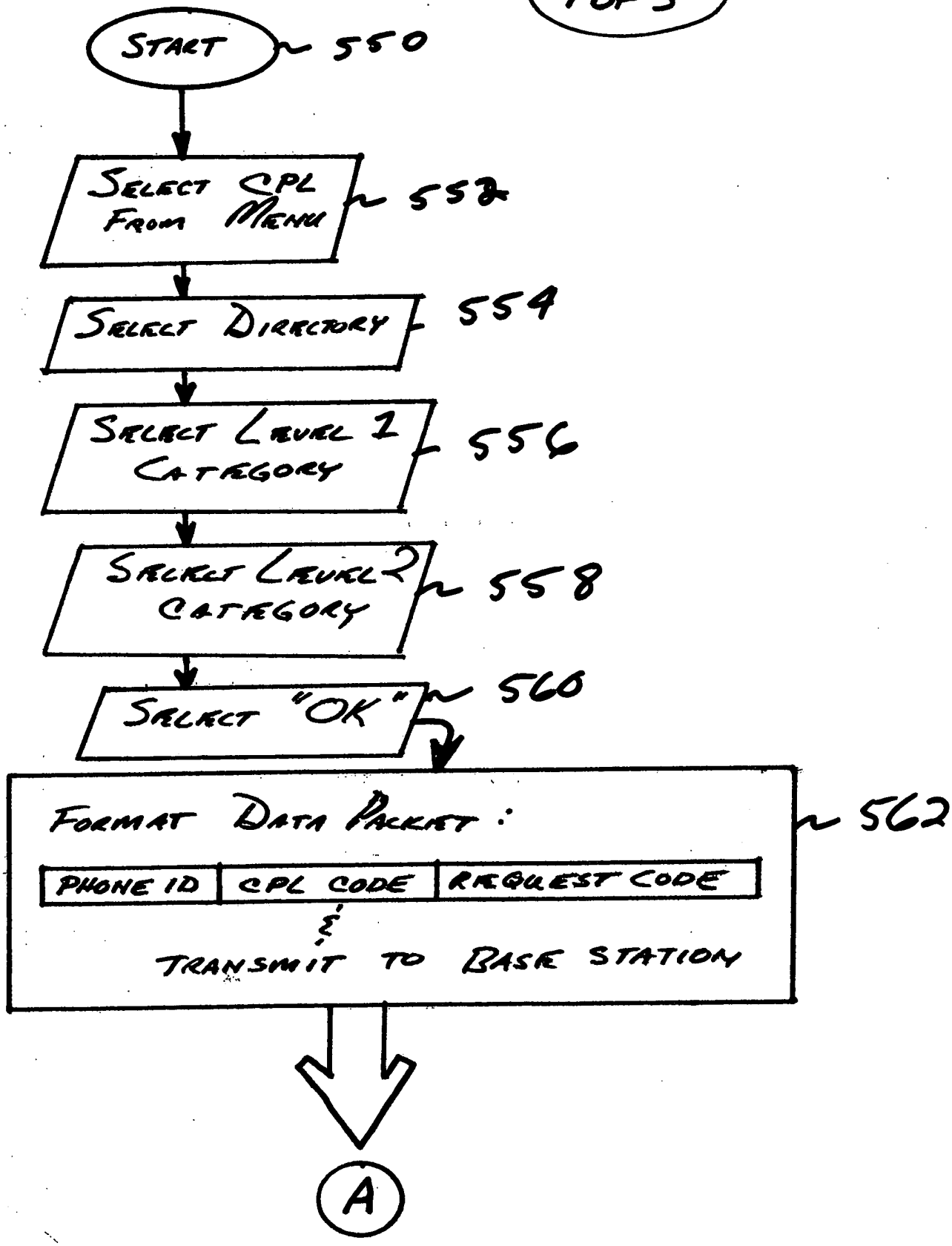


Fig. 8A CELLULAR POSITION LOCATOR FLOW



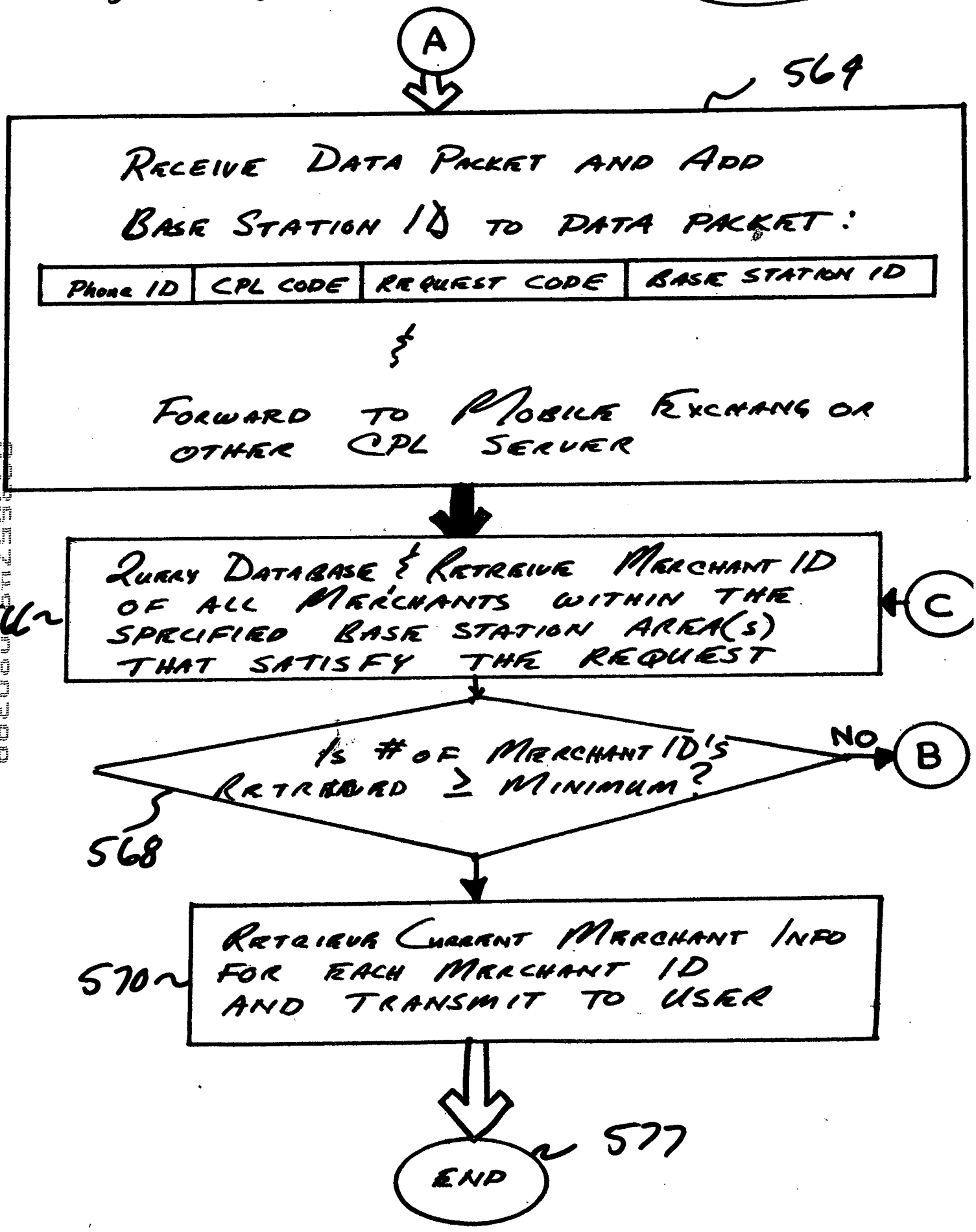
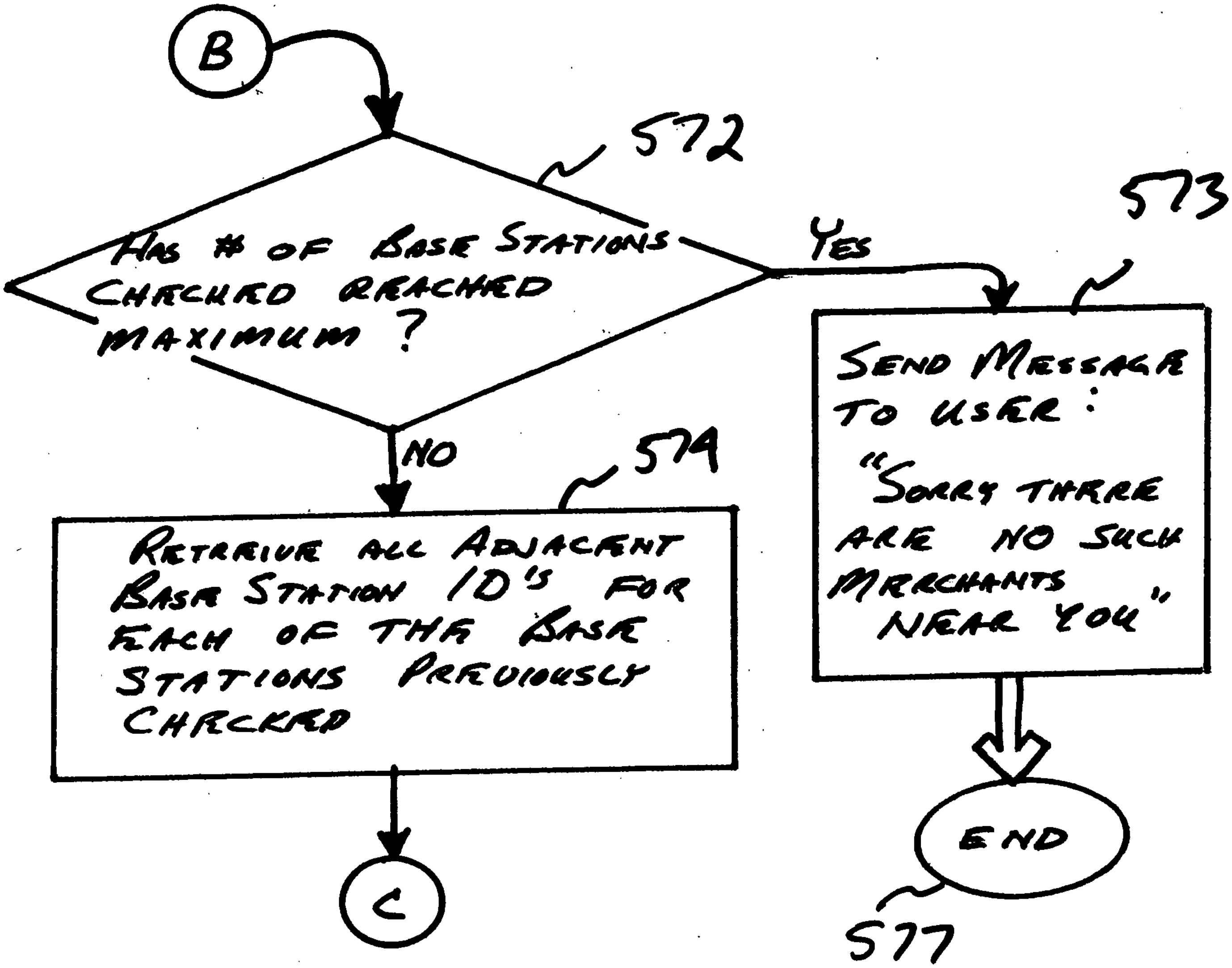

A
564
RECEIVE DATA PACKET AND ADD BASE STATION ID TO DATA PACKET:
Phone ID
CPL CODE
REQUEST CODE
BASE STATION ID
FORWARD TO MOBILE EXCHANG OR OTHER CPL SERVER
566
QUERY DATABASE & RETRIEVE MERCHANT ID OF ALL MERCHANTS WITHIN THE SPECIFIED BASE STATION AREA(S) THAT SATISFY THE REQUEST
C
IS # OF MERCHANT ID'S RETRIEVED ≥ MINIMUM?
NO
B
568
570
RETRIEVE CURRENT MERCHANT INFO FOR EACH MERCHANT ID AND TRANSMIT TO USER
END
577

Fig. 8c


B
572
Has # of Base Stations Checked Reached Maximum ?
Yes
573
Send Message to User: "Sorry there are no such merchants near you"
No
574
Retrieve all Adjacent Base Station ID's for each of the Base Stations Previously Checked
C
END
577